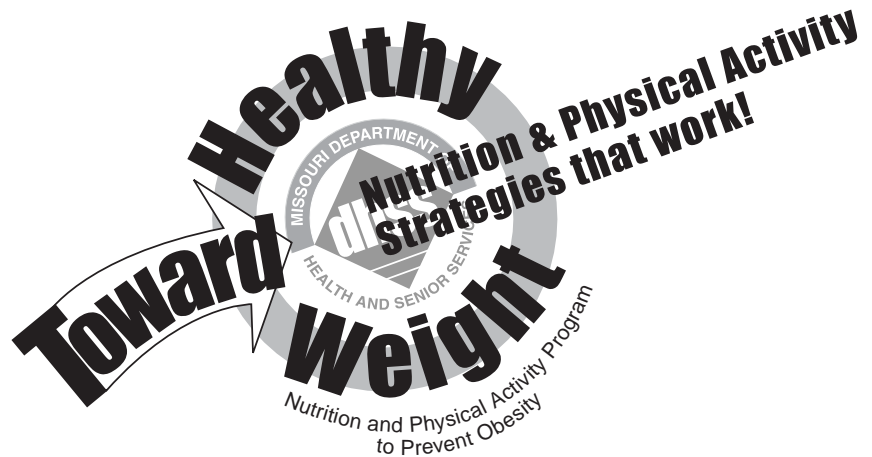


**Strategy for Reducing
Obesity and Other Chronic
Diseases:**



What the Evidence Says About Physical Activity Interventions to Prevent or Reduce Obesity

1. Informational Approaches to Increasing Physical Activity

Strong or Sufficient Evidence:

- Community-wide Campaigns¹
 - Messages directed to large audiences through different types of media
 - Include social support networks and community events
- Point-of-Decision Prompts that Encourage People to Use Stairs¹
 - Increase the number of people using stairs rather than escalators or elevators
- Enhanced Physical Education (PE) Classes in Schools¹
 - Increase the amount of time students spend doing physical activity in PE class
- Providing Social Support in Community Settings¹
 - Build networks and groups that provide friendship and support

Insufficient Evidence:*

- Classroom-based health education focused on information provision²
 - Health education classes designed to effect behavior change
- Mass media campaigns²
 - Stand-alone media campaigns without social support or community events

(Continued, next page)

2. Behavioral and Social Approaches to Increasing Physical Activity

Strong or Sufficient Evidence:

- Health Behavior Change Programs Adapted for Individual Needs¹
 - Teach behavioral skills to help participants increase physical activity
 - Tailored to participants' interests, preferences, and readiness for change

Insufficient Evidence:*

- Health education with TV/Video game turnoff component²
 - Focus on reducing TV viewing and video game playing
- College-age physical education/health education²
 - Include supervised physical activity, activity plans, and social support
- Family-based social support²
 - Include setting up behavioral “contracts” between family members, goal-setting, problem solving, and other family behavioral management techniques

3. Environmental and Policy Approaches to Increasing Physical Activity

Strong or Sufficient Evidence:

- Creation and/or enhanced access to places for physical activity combined with informational outreach activities¹
 - Create walking trails, build exercise facilities, or provide access to existing nearby facilities
 - Include instruction, health education activities, risk factor screening, and counseling

Evidence Review in Progress:

- Transportation policy and infrastructure changes to promote non-motorized transit¹
 - Increasing access and safety for walking and bicycling in communities
- Urban planning approaches – zoning and land use¹
 - Create mixed-use neighborhoods that encourage walking and bicycling

*Note:

Insufficient evidence means that the interventions may be effective, but there was not enough evidence to conclude their effectiveness or ineffectiveness.

References:

¹Increasing Physical Activity: A Report on Recommendations of the Task Force on Community Preventive Services. MMWR 2001: 50(No. RR-18); 1-16.

<http://www.cdc.gov/mmwr/preview/mmwrhtml/rr5018a1.htm>

²Recommendations to Increase Physical Activity in Communities. Am J Prev Med 2002: 22(4S); 67-72.

<http://www.thecommunityguide.org/pa/pa-ajpm-recs.pdf>

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